



Communications & Engagement Strategies

SEBC & Subcommittees:

Goal: Increase awareness and transparency of the SEBC and Subcommittee members, meetings and initiatives, and provide additional opportunities for employees to engage by sharing their feedback and ideas with the committees.

Week of March 11, 2019

- New, user-friendly SEBC page goes live on SBO website, including the addition of SEBC mailbox

Week of March 18, 2019

- Send email to employees from SEBC introducing who they are, what they do and encouraging engagement in 2019 Benefits OE and beyond

Other future considerations:

- Add profile, interests and picture of each committee member to SEBC page
- Create SEBC informational videos to be shared with employees and posted to the SEBC page
- Send on-going emails to employees from the SEBC to keep them updated and engaged

2019 Benefits Open Enrollment (OE):

Goal: Encourage employees to be engaged consumers by understanding their benefit options and costs and actively participating in OE.

Week of February 18, 2019

- Call with HR/Benefit reps of the Participating Groups to discuss engagement efforts

Week of March 4, 2019

- Attended Cabinet Meeting to discuss engagement efforts and gather leadership input and support

Week of March 11, 2019

- “Choosing the Right Care” posters delivered via state mail to worksites

Week of March 18, 2019

- “Choosing the Right Care” postcards delivered to employees and non-Med pensioners homes
- SBO to begin emailing leadership of organizations with Score Cards (snapshot of agency employee engagement in OE initiatives, use of preferred sites of care and preventive services compared to State agency average)

Week of March 25, 2019

- “Education Sessions/Health Fairs” posters delivered via state mail to worksites
- DTI to provide each organization with list of employees who have expired DE-SSO Employee Self-Service passwords and/or unclaimed accounts along with template email for outreach

Week of April 8, 2019

- “**VALUE FIVE**” postcards delivered to employees and non-Med pensioners homes
- “**VALUE FIVE**” posters delivered via state mail to worksites

- Launch of updated HR/Ben Rep Toolkit
- DTI to provide each organization with list of employees who have expired DE-SSO Employee Self-Service passwords and/or unclaimed accounts along with template email for outreach

Week of April 15, 2019

- myBenefitsMentor (consumerism decision tool to choose health plan best aligned with employees utilization of services) letters mailed to employees homes
- 2019 Benefits Open Enrollment Highlights video assigned to employees (Due date: May 17)

Week of April 22, 2019

- Packets with annual required notices mailed to employees homes (for those who did not consent)
- Benefit Representative/Key User Meetings for HR/Benefit reps at DSU, Dover (April 23)

Week of April 29, 2019

- Reminder emails will be sent to non-completers of the 2019 Benefits OE Highlights video
- DTI to provide each organization with list of employees who have expired DE-SSO Employee Self-Service passwords and/or unclaimed accounts along with template email for outreach

Week of May 6, 2019

- SBO provides each organization with list of OE process non-completers along with template email for outreach
- SBO e-Newsletter announcing start of Open Enrollment and encouraging active participation
- Education Sessions/Health Fairs at DTCC Stanton Campus, Newark (May 6), DSU, Dover (May 7) and DTCC Owens Campus, Georgetown (May 8)

Week of May 13, 2019

- Education Sessions/Health Fairs at Cape Henlopen High School, Lewes (May 13), Carvel State Office Building, Wilmington (May 14) and DE State Fire School, Dover (May 16)
- Reminder emails will be sent to non-completers of the 2019 Benefits OE Highlights video
- SBO provides each organization with list of OE process non-completers along with template email for outreach
- SBO e-Newsletter reminder about Open Enrollment and active participation

Week of May 20, 2019

- SBO provides each organization with list of OE process non-completers along with template email for outreach
- SBO e-Newsletter reminder about Open Enrollment and active participation

Other efforts before, during and after Open Enrollment:

- Attend state agency, school and charter school leadership meetings
- Leverage HR Centralization to engage Cabinet agency senior leadership & HR
- Collaborate with OGOV on promoting SEBC/SBO OE and other initiatives
- Partner with DSEA on communications
- Send targeted emails to employees

Diabetes Prevention Program (DPP)

Goal: Increase awareness and participation in program as a means to prevent type 2 diabetes.

Week of February 8, 2019

- DPP article included in Medical Society of Delaware's e-Newsletter to providers

Week of March 11, 2019

- Follow-up with Cabinet with request and sample email to promote program and onsite opportunities to employees

Week of March 18, 2019

- "YMCA DPP" posters delivered via state mail to worksites

Week of March 25, 2019

- Letters mailed to Medicare pensioners about YMCA DPP & DPH Diabetes Self-Management Program
- "DPP" postcards delivered to employees and non-Med pensioners homes

Partnership with Delaware Division of Public Health (DPH):

- Cancer screening communications
- Diabetes Prevention Program communications
- Wellness Posters – Physical Activity, nutrition, stress management, etc.